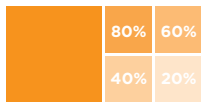




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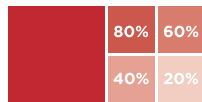
UT SOUTHERN BRAND
QUICKLOOK: 2021

UT SOUTHERN BASE COLOR PALETTE:



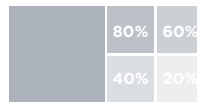
ORANGE:

CMYK 0 50 100 0
HEX FF8200
RGB 255 130 0
PMS 151



UTSO RED:

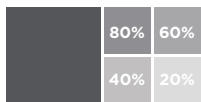
CMYK 0 92 77 22
HEX c8102e
RGB 200 16 46
PMS 186



UT SOUTHERN

GRAY:

CMYK 6 2 0 32
HEX a2aaad
RGB 162 170 173
PMS 429



GRAY:

CMYK 0 0 0 80
HEX 58595B
RGB 88 89 91
PMS COOL GRAY 11



WHITE:

CMYK 0 0 0 0
HEX FFFFFF
RGB 255 255 255
PMS NA

The primary UT Southern (UTSO) colors are used to define the brand personality. Tints are acceptable on all colors. Accent colors to be determined at a later date.

UT SOUTHERN LOGO SPACING CONSIDERATIONS:

In order to maintain legibility, the align left UT Southern logo should reduce to no smaller than .375" or 36 pixels in height and the centered logo should reduce no smaller than .75" or 72 pixels. Gap spacing for the UT Southern logo is equal to half the height of the UT icon in the logo.



UT SOUTHERN PRIMARY LOGOS

PREFERRED

UT SOUTHERN PRIMARY LEFT ALIGN LOGO

The first of two primary options for identifying the UT Southern brand on stationery, templates (i.e. email signatures), signage, website header, and vehicles.

The primary 3-level left-align logo should be used when communicating with legislative or trustee audiences or when multiple UT campuses/institutes are represented.

Color standards are orange for the icon and 80% black (gray) for the text. Reversed options are shown at right.

Minimum recommended height is .375" or 36 pixels.



Reversed two-color option



Reversed one-color option

PREFERRED

UT SOUTHERN PRIMARY CENTERED LOGO

The second of two primary options for identifying the UT Southern brand on stationery, templates (i.e. email signatures), signage, website header, and vehicles.

Color standards are orange for the icon and 80% black (gray) for the text. Reversed options are shown at right.

Minimum recommended height is .75" or 72 pixels.



Reversed two-color option



Reversed one-color option

UT SOUTHERN PRIMARY LOGOS — ONE COLOR

UT SOUTHERN PRIMARY 3 LEVEL LOGO - LEFT ALIGN - ONE COLOR

One color options include orange,
white, and 100% black.

Minimum recommended height
is .375" or 36 pixels.



PRIMARY CENTER LOGO - ONE COLOR

One color options include orange,
white, and 100% black.

Minimum recommended
height is .75" or 72 pixels.



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UT SOUTHERN HORIZONTAL LOGO

Limited use option for identifying
the UT Southern brand on
stationery, templates and signage
where a horizontal placement
is required. Examples are PPT
templates, footers and official
letterhead. One color options
include orange, white, and 100%
black.

Minimum recommended height is
.25" or 24 pixels.

